



Another epic NFL season is coming to a close, and with it, another year of weekly game-day gatherings. Many of us look forward to the fixings of every Sunday game—the friends, the hot wings, the seven-layer Mexican bean dip, and having a few cold beers.

But one thing that can really put a damper on the excitement of a Sunday football party is the unfortunate reality that in Connecticut, you can't run down to your neighborhood grocery or package store to grab a quick six-pack. We are the only state in New England, and one of only three states nationwide, that still prohibits the retail sale of alcohol on Sundays. Thanks to this antiquated Blue Law, Connecticut fans looking for shopping convenience the day of their Sunday game-day gatherings are forced to drive to stores in New York, Rhode Island, or Massachusetts.

But while everyone is enjoying their Super Bowl Sunday celebrations, I'd rather be working. As the owner of Geissler's Supermarkets with grocery stores in East Windsor, Windsor, Granby, South Windsor, Bloomfield and Somers, I watch every Sunday as my customers drive past the stores and over the state line to purchase their beer, wine, and spirits. That's lost business for me, less convenience for my customers, and according to a recent study, \$8 million per year in lost revenue for the state. I can't imagine the revenue I'm losing to my neighbors in Massachusetts on blockbuster sales days like Super Bowl Sunday.

Nearly every other retail industry has the option to remain open seven days a week. Lifting the ban would not require stores to stay open on Sundays, it would merely give all stores the choice and freedom to stay open if they so choose. Consumers deserve convenience, and businesses deserve choice.

It's time to repeal Connecticut's ban on the Sunday sale of alcohol at neighborhood grocery and package stores. No matter which team you're rooting for on Super Bowl Sunday, remember this—it's time to bring in much-needed state tax revenue, increase consumer convenience, and create a flexible atmosphere for hard-working business owners. Repealing this mandate will mean a big win for Connecticut.

Respectfully,

James H. Nilsson, Jr.
President